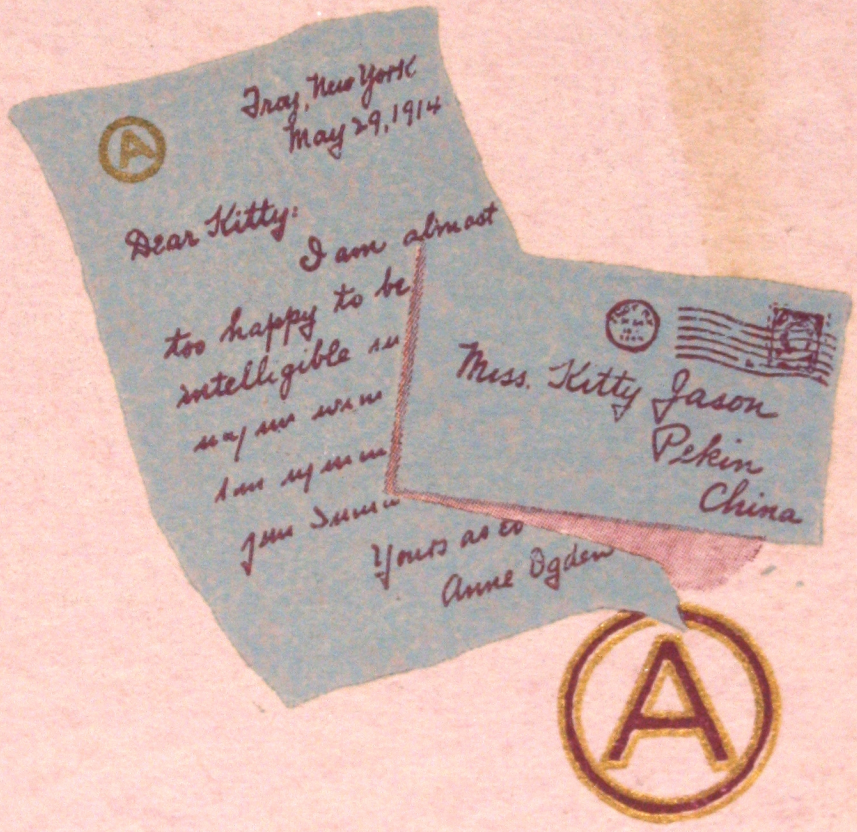
The HOUSE that JACK RE-BUILT



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LANCASTER, PA.

The HOUSE THAT JACK RE-BUILT and ANNE FURNISHED

Being the letters of Anne Ogden to her friend and classmate, Kitty Jason, who is now teaching in China.

ARMSTRONG CORK COMPANY
LINOLEUM DEPARTMENT
LANCASTER, PA.

Troy, New York,

May 20, 1914.

Dear Kitty:

I am almost too happy to be intelligible. At last Jack and I have attained our long desired goal—a home of our own. Now I can work out the plans I have so long dreamed about. I know you wouldn't think it a beautiful house—not just now—but we hope that in the next few months it will be the prettiest in the neighborhood.

It's well-built and still substantial, but the exterior, because of neglect, is weather-worn. However, Jack (now a full-fledged architect) says that by remodeling he can make it a very attractive suburban home. He has been working on the drawings in off hours for the past week and yesterday he started the front view in water color. While watching him I conceived this plan:

In order to convey to Jack my ideas of color schemes for the different rooms, I am going to make a water color sketch of each one. (Do you remember how much trouble we had with our painting lessons at school?) By doing this, I can "Kill two birds with one stone," convince Jack that my ideas are right and show you what a little palace we will have. As each sketch is completed, I'll mail it to you and you can return it. Enclosed you'll find a picture of the house as it now stands, which I took the other day.

When you answer this letter, please send me the recipe for those Chinese preserves you wrote about.

Hoping the seeds of knowledge are already sprouting in the brains of your pupils, I am with much love,

Yours as ever,

Anne Ogden

It's well-built and substantial, but the exterior is weather-worn

TC LD 92-B1020

Troy, New York,
June 29, 1914.

Dear Kitty:

One is always learning something new—especially about the home.

When Jack and I figured up the cost of remodeling and the new furniture, we found that it would take practically all our savings. This we rather expected, but the problem of floors still confronted us. Those that are now in the house are old and horribly cracked, and as our financial condition made hardwood impossible, we were, as they say, "Up against it." However, I went to Turner's Furniture Store and being well acquainted with the old gentleman, I asked him for suggestions. He advised linoleum and when I told him it was well enough for the kitchen and bathroom, he took me back and showed me his sample book. Well, would you believe it, linoleum now comes in patterns for every room in the house and Mr. Turner told me that in Europe it's the usual thing to use linoleum instead of carpet.

Before I left, he gave me two or three small color plates of the different patterns, to copy in making my water color sketches. Among them was a beautiful imitation of hardwood and from the enclosed sketch, I think you'll agree that it solves the floor question for the dining room splendidly. Should there be a mishap, the linoleum won't absorb grease like a rug nor crack and turn white as varnish might if something hot were spilled on it. Altogether I'm thoroughly pleased with it, particularly because it's so inexpensive.

Well, I've devoted my entire letter to the castle and not one word to local happenings, but I fancy you can appreciate how the house engrosses my attention.

Bye, bye, write me more about your work.

As always,
Anne Ogden.

P. S. Jack has promised me a new dress, but as yet I'm undecided as to what I want. I wish the styles were as simple here as I imagine you find them in China.

The linoleum shown in this room can be procured by asking for
Armstrong's Linoleum—Pattern No. 540

Troy, New York,
July 21, 1914.

Dear Kitty:

All the ladies who call on me believe the joy of owning a home has turned my head, when I tell them I'm going to put linoleum in the living-room. Why, they never heard of such a thing!—and all that. Of course, they hadn't or some of them would have investigated it and be as keen for it as I am.

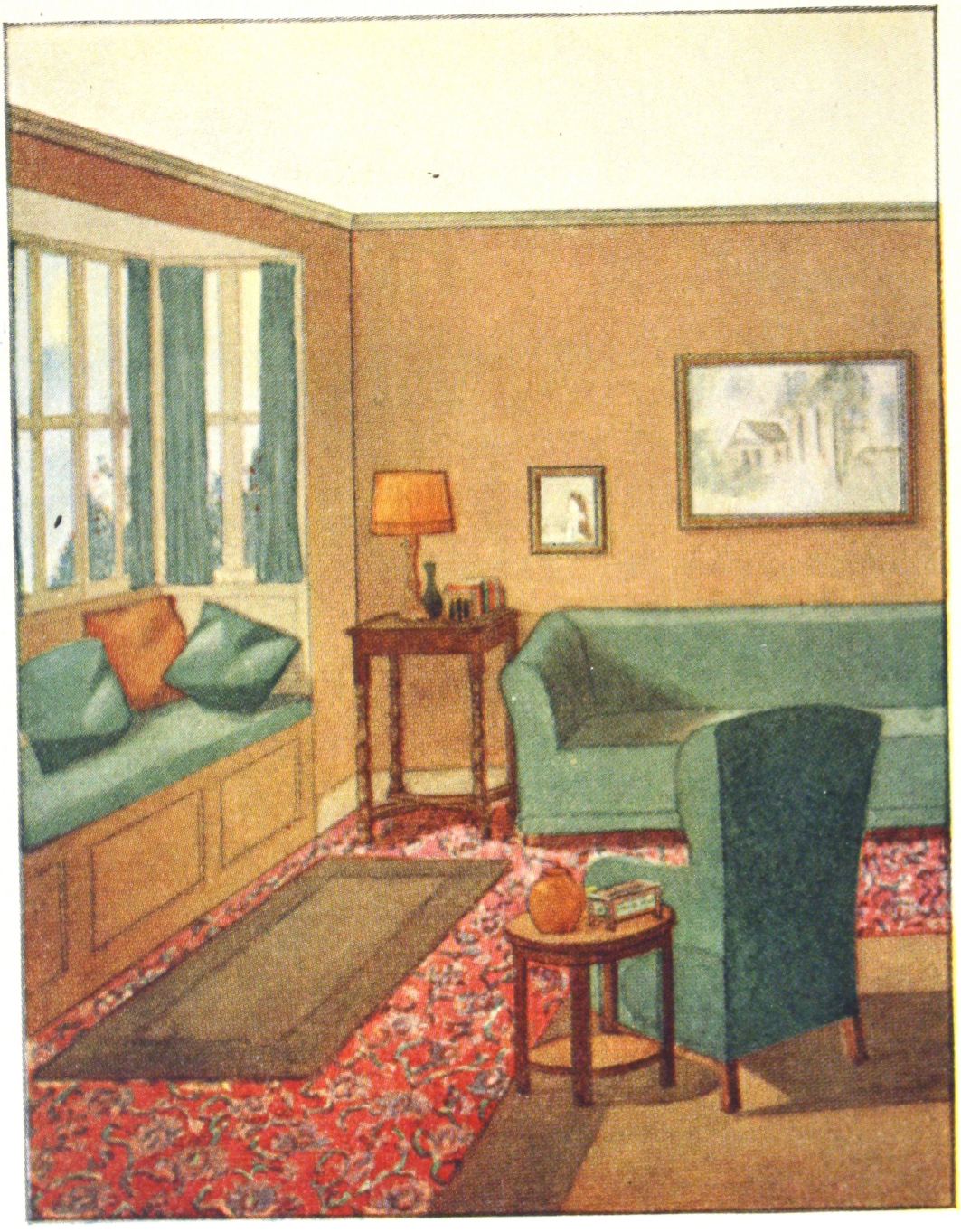
While talking to Mr. Turner, the furniture man, yesterday, I learned something I believe comparatively few people know about. He showed me a clipping—a scientific report—which stated that the linseed oil combined with the other ingredients in linoleum kills any germs on its surface. So, you see, aside from its other good qualities, it's absolutely sanitary.

The design on the enclosed sketch shows a Turkey carpet pattern, made specially for just such places as the living-room. It has the effect of real carpet without the disadvantages and it's lots easier to clean. Mr. Turner didn't have this particular pattern in stock but he'll order it for me when the house is finished. Meanwhile he loaned me his sample book so that I could make up my sketch. Notice, that with the two rugs I've painted in the picture, the effect will be as good looking and as cozy as carpet, and the linoleum doesn't cost nearly as much.

Work on the house is progressing in great shape and we hope to be installed by the middle of October. I wish you could be here then as we expect to celebrate—a Hallowe'en party with all the trimmings will be the event.

Many thanks for the charming little tea cups and the chop sticks. Both came through without breaking.

Devotedly yours,
Anne Ogden.



The linoleum shown in this room can be procured by asking for
Armstrong's Linoleum—Pattern No. 9231

Troy, New York,

August 28, 1914.

Dear Kitty:

Last Thursday I happened to hear Mrs. Kirk and Mrs. Woodhull discussing our new house on the telephone. The main topic of conversation was the linoleum for the different rooms. Both are about half jealous, because I succeeded in doing something different. Well, to "Top it off," as Jack says, I "Put one over on them." I invited them both to luncheon and casually mentioned the fact that I was going to have linoleum in the bedroom also. I wish you could have seen their faces. They were too funny for words.

That afternoon we went to the New Era Club and they could hardly wait to break the news. As luck would have it, a visitor, Mrs. Carew delivered a talk on, "Sanitation in the Modern Home." Hearing about the way I was using linoleum, she questioned me and when I explained its sanitary qualities, she almost fell on my neck. Poor Mrs. K. and Mrs. W., it was too much for them—they left early.

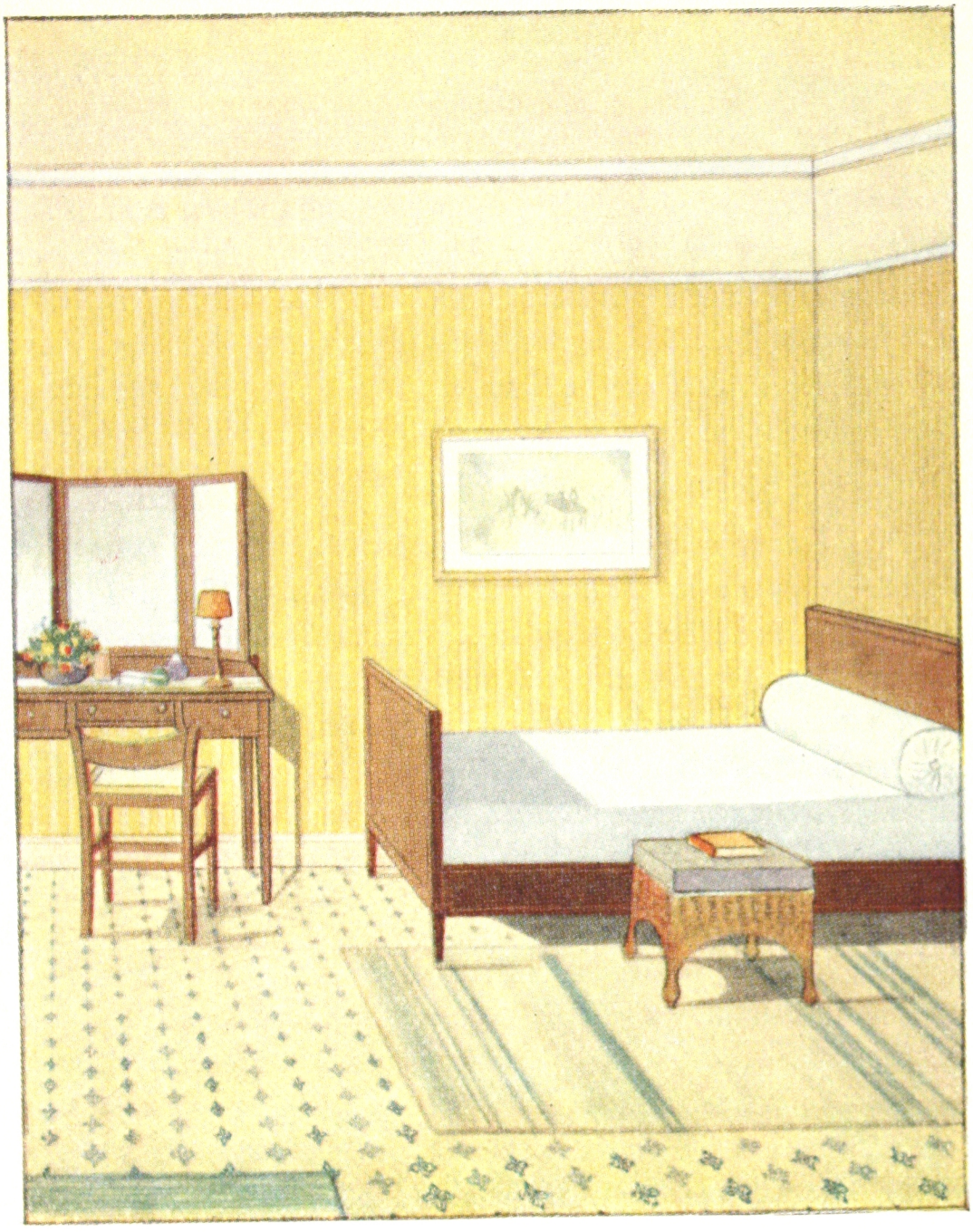
You see while using Mr. Turner's sample book to copy the pattern for the living-room, I ran through it and discovered the daintiest baby blue matting pattern—yes, in linoleum! It was so pretty I couldn't resist it, so I decided it should go in the bedroom. As in the living-room, you can see, I have worked in a couple of rugs and the effect is really beautiful.

Mrs. Carew said in her talk: "As we spend more time in our bedrooms than in any other room in the house, nothing should be spared to make them absolutely hygienic." That's another reason I believe linoleum will be just the thing. It has no crevices or grain and will not harbor germs like carpet; so I think I've been real wise as well as economical.

Jean Taylor is to be married in October and I'd like to give her a kimona of real Chinese silk. Will you buy one for me? Let me know what it costs and I'll send you a money order. I hope this won't put you to a lot of bother. I am, as ever,

Lovingly yours,

Anne Ogden.



The linoleum shown in this room can be procured by asking for
Armstrong's Linoleum—Pattern No. 8243

Troy, New York,

Sept. 30, 1914.

Dear Kitty:

My linoleum has brought me into prominence. In my last letter I told you about Mrs. Kirk and Mrs. Woodhull almost falling over themselves to spread the news at the club. Well, they stirred up so much fuss that it reached the ears of the editor of the "Woman's Page" of The Tribune, and she paid me a visit. Along with the enclosed sketch you will find the clipping as it appeared in the "Hints for the Home Column."

Mr. Turner saw it and called me up to congratulate me. He asked to come out when the house was completed, so that he could see the effect of the linoleum in the different rooms. Since the linoleum was his suggestion, I invited him to dinner one evening last week and when he saw the three sketches you've returned, he was so pleased that he had them mounted for his store window with the Tribune clipping underneath. Truly, this was the last straw for Mrs. Kirk and Mrs. Woodhull. As the result of it, I think I've almost gained enough prominence to be elected president of the New Era Club.

Now that I've started the ball rolling, many of the ladies are talking linoleum for their living rooms, bedrooms, etc., so I am sure our new home will be the Mecca of the housewives of the community just as soon as it's finished. As the work on the house is so near completion, Jack does not need the water color of the exterior any longer so I am mailing it to you to-day.

When you come home next summer I want you to spend two whole weeks with me in "The House that Jack Re-built and Anne Furnished." Write me more about your work. Au Revoir.

As ever,

Anne Ogden.

RESPONSIBLE FOR A NEW NOTE IN HOME FURNISHING

Mrs. J. T. Ogden, well known for her activities in the New Era Club and a likely candidate for the presidency, has struck a new note in modern home furnishing.

For her new home in the Heights she has adopted the European idea of linoleum for every room in the house. According to her, linoleum is more sanitary than carpet because it has neither crevices nor grain and will not harbor germs. It also has a second advantage in that it is more easily and quickly cleaned; and from the standpoint of economy, it is less costly than most other floor coverings.

These are points worthy of the careful housewife's attention, especially since suitable, artistic designs and color schemes for any room in the house can be obtained in—Armstrong's Linoleum—the brand used by Mrs. Ogden.

Mrs. Ogden is to be highly commended on the step she has taken because the innovation will be of benefit to every woman in the community who is progressive enough to adopt it.

The newspaper clipping which appeared in "The Tribune" in the "Hints for the Home Column."

Hear Baron's An American

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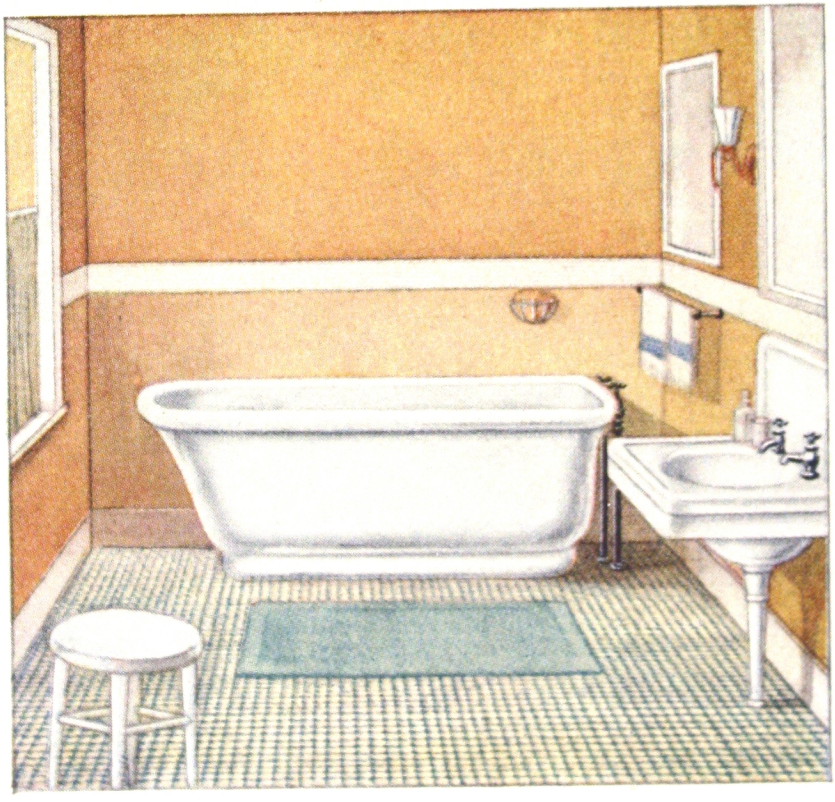

The linoleum shown in this room can be procured by asking for Armstrong's Linoleum —Pattern No. 8311

The House that Jack Re-Built and Anne Furnished

HOW TO CARE FOR LINOLEUM

LIKE anything else around the house, if you want your linoleum always to look well, and to last a long time, you must give it reasonable care and proper treatment.

¶ In washing it, don't use soda, lye, potash or strong scouring soaps. They tend to rot the linoleum and destroy the colors. A mild soap—free from alkali—with clean, tepid water, is the only cleansing agent that should be used. The water should not be hot and the linoleum should be dried thoroughly immediately after it is washed. It is best to wash and dry about one square yard at a time.

¶ Your linoleum will last longer and the brightness of the colors will be retained and renewed if you will go over the surface occasionally—say every three weeks—with some good polish, being sure to rub it in. "Liquid Veneer," "Linoleum Reviver," or any good floor wax can be used for this purpose. A home-made polish that yields excellent results is easily prepared by dissolving, under slow heat, one part of beeswax in two parts of turpentine by weight. Care must be taken, of course, to avoid setting this mixture on fire while preparing it. Whatever polish you use, don't merely coat the surface with it. *Rub it in thoroughly.*

¶ If American housewives could but visit a few homes in England and Germany, where linoleum is always kept polished, they would realize at once how greatly such treatment improves its appearance.

BUYING LINOLEUM

QUITE often the housewife buys linoleum solely on design and coloring, rather than on quality, and this sometimes results in disappointment. Unless the best ingredients are used and the utmost care is exercised in the process of manufacture, linoleum will not prove durable in service, and that after all is the real test. So the next time you buy linoleum, make your purchase from the quality standpoint as well as for design and coloring. The easiest way to do this is to ask for

Armstrong's Linoleum

¶ Why? Because the linseed oil it contains is pure, the cork is clean, the burlap is strong and evenly woven, the colors are bright and lasting, and all these ingredients are compounded skillfully and carefully.

¶ Armstrong's Linoleum can be purchased in your home city in an almost endless variety of distinctive patterns: wood patterns for dining rooms and libraries, carpet designs for living-rooms, matting and floral patterns for bedrooms and nurseries, and a wide assortment of tile, mosaic and novelty patterns for bathrooms, kitchens, laundries and halls.

When you buy linoleum
Look for the Circle A on the back

ARMSTRONG'S (A) LINOLEUM

TRADE MARK
REG. U. S. PAT. OFF.

PREPARED BY THE PUBLICITY DEPARTMENT, ARMSTRONG CORK COMPANY